
Citation:

Moss, S and Joughin, G (2009) Book Reviews: "Enhancing the Experience of Chinese Students in UK Higher Education – Lessons from a Collaborative Project" SEDA Special 23, edited by Monika Foster AND "Events Management" by Razaq Raj, Paul Walters and Tahir Rashid. Assessment, Teaching and Learning Journal, 6. 45 - 45. ISSN 1756-8781

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Book reviews

Enhancing the Experience of Chinese Students in UK Higher Education – Lessons from a Collaborative Project

SEDA Special 23, edited by Monika Foster

SEDA, 2008, 45 pages

ISBN 9781902435428

Leeds Met has more than 4,000 international students from over 100 countries. Many of these students are Chinese, from mainland China, Taiwan, Singapore, Hong Kong or elsewhere. If you are teaching at Leeds Met, the chances are you are teaching Chinese students, in which case *Enhancing the Experience of Chinese Students in UK Higher Education* is sure to be of use. This recently published SEDA Special from the Staff and Educational Development Association reports on lessons learnt from a collaborative project between Napier University in Scotland and two Chinese universities — Shandong University of Finance and Zhengzhou University of Light Industry.

Each of the 14 short (1–1½ page) contributions is quick to read and provides practical advice as well as useful insights for working with students from different cultures. Several contributors highlight the contrasts in learning cultures between China and the UK, including differences in communication, teacher-student roles and interactions, the place of memory in learning, and motivations for learning. Each chapter provides concrete suggestions for dealing with the challenges that arise from these differences or raises questions that can guide us in developing new ways of interacting with and supporting our Chinese students as they come to grips with a new culture, new ways of learning, and new academic expectations, all in a language that is at least their second.

Gordon Joughin

University of Wollongong

Events Management

by Razaq Raj, Paul Walters and Tahir Rashid

SAGE Publications, 2009, 256 pages

ISBN (hardcover) 9781412923347, £80.00

ISBN (paperback) 9781412923354, £28.99

Events Management as an academic discipline is a phenomenon of the late 20th and early 21st century, after recognition was given to the project management fundamentals that underpin the planning and management of any successful event. Events can be grandiose, on the scale of the Olympics, or micro such as a planned and scheduled meeting between colleagues, but one thing that is certain is that the events industry is fast-paced, and all too often leaves the academic texts behind.

Razaq Raj, Paul Walters and Tahir Rashid have produced an up-to-date textbook that begins by introducing the concept and a typology of events, before investigating the practical aspects of: planning; law; human resource management; marketing, promotion and public relations; costing and finance; fundraising and sponsorship; logistics; production; and technical information. As such the book is a practical handbook, which is not only of great use to the would-be events professional, particularly those studying for an Events Management qualification or any other type of award that involves an element of event planning or even event tourism. It is also a useful guide for those working in industry, who may be lacking academic training in this discipline.

Stuart Moss

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